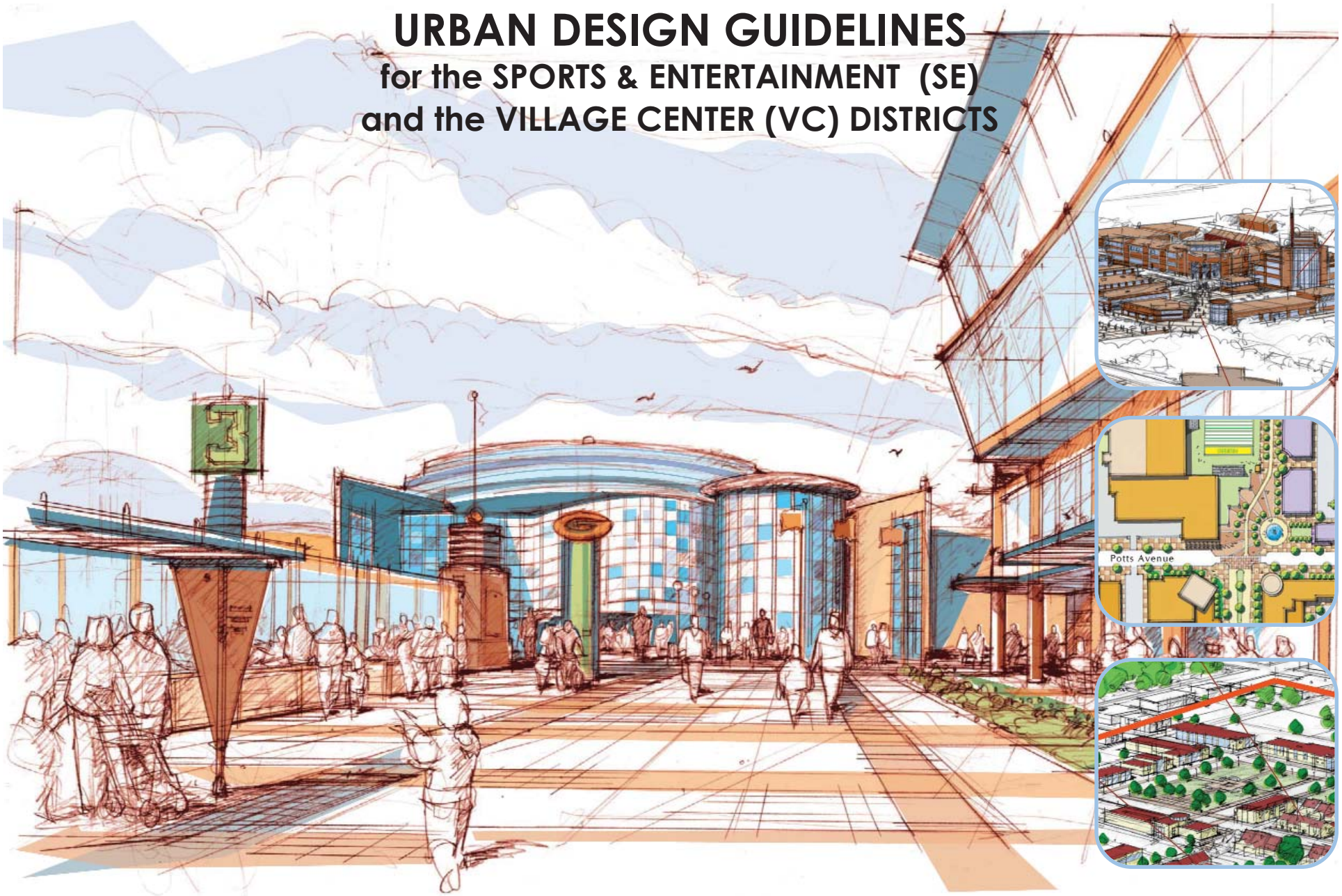
URBAN DESIGN GUIDELINES

for the SPORTS & ENTERTAINMENT (SE) and the VILLAGE CENTER (VC) DISTRICTS



Village of Ashwaubenon, Wisconsin
February 2009

Submitted: 02.23.09

TABLE OF CONTENTS

INTRODUCTION

Preface

Guidelines provide developers an understanding of the Village's building and site design expectations and provide the Village a framework for reviewing proposed projects.

These design guidelines are intended as a general guide to evaluate the merits of individual buildings and projects in the broader context of the Village of Ashwaubenon Sports Village Master Plan. Inasmuch as each building in the district is intended to contribute to a greater whole, individual projects should not be evaluated strictly on how they meet or don't meet **ALL** of the below criteria; but rather, how they contribute to the overall vision contemplated in the plan.

How to Use this Document

Use this document to guide future site planning and building design and to review future development proposals.

The design guidelines provide building and site design requirements for the Sports & Entertainment Zoning District (SE) and the Village Center Zoning District (VC). All development projects occurring within these two zoning districts are subject to these requirements which are in addition to the Village of Ashwaubenon Zoning Ordinance requirements.

Each guideline contains a brief definition, overall statement of purpose, and a list of appropriate and inappropriate applications. The applications do not identify every potential design variable, but are intended to communicate "appropriate" and "inappropriate" approaches to satisfy design guidelines.

Development Guidelines Checklist

The Design Review process ensures that quality projects are built in the Sports & Entertainment District and Village Center District. The Development Guidelines Checklist, located at the end of this document, is to be used in this design review process. Reviewers first determine if a design guideline applies to a proposed project, then determine if the guideline has been satisfied.

Design Review

All new development, additions, and remodels and renovations within the two zoning districts are subject to design review. Both Village Staff and the newly-formed Ashwaubenon Development District Site Design Requirement Committee will use the Design Guidelines to evaluate development proposals. These two groups will make advisory recommendations to the Planning Board. As most projects will be Planned Unit Development (PUD) zoning, the Village Board has final approval authority.

SPORTS & ENTERTAINMENT DISTRICT (SE)

District Description

The Sports and Entertainment District is intended to implement the redevelopment strategy identified in the adopted Sports Village Master Plan for the area between Oneida Street and Holmgren Way, north of Morris Avenue. The Plan provides a blueprint and design guide for an urban entertainment district and village center that celebrate the community's connection to the Green Bay Packers and the outdoor sporting traditions of the great Northwoods while incorporating the best practices of "Winter City' design. Critical to making this happen is to connect several key venues including Lambeau Field, the Resch Center, the Hutson Center, the Bay Park Square Mall, and the Village Hall into a recognizable and cohesive urban district where complementary and supporting activities will locate, and their collective economic impact strengthened. Active and well appointed public spaces and public art are essential elements of the vision. The District is intended to support the needs of local residents as well as cater to tourists.

The planning model for the Sports and Entertainment District is an athlete's village (akin to an Olympic village) where players and fans can interact in close proximity to the major practice and performance venues. Ancillary uses include: lodging (including extended stay facilities for prospective players and their families), specialty niched entertainment and sports related retail, restaurants and pubs, upper-story housing, a media center, sports medicine clinic, major health club, animated public art with an emphasis on Packer history (potentially a walk or wall of fame), a public outdoor skating rink, and an improved spectator environment surrounding the Packer's main outdoor practice facilities. Public transit and an assortment of active public spaces are additional components of the overall design program.

Architectural Guidelines

The following guidelines describe the desired design of newly constructed or renovated buildings. Specific design elements include:

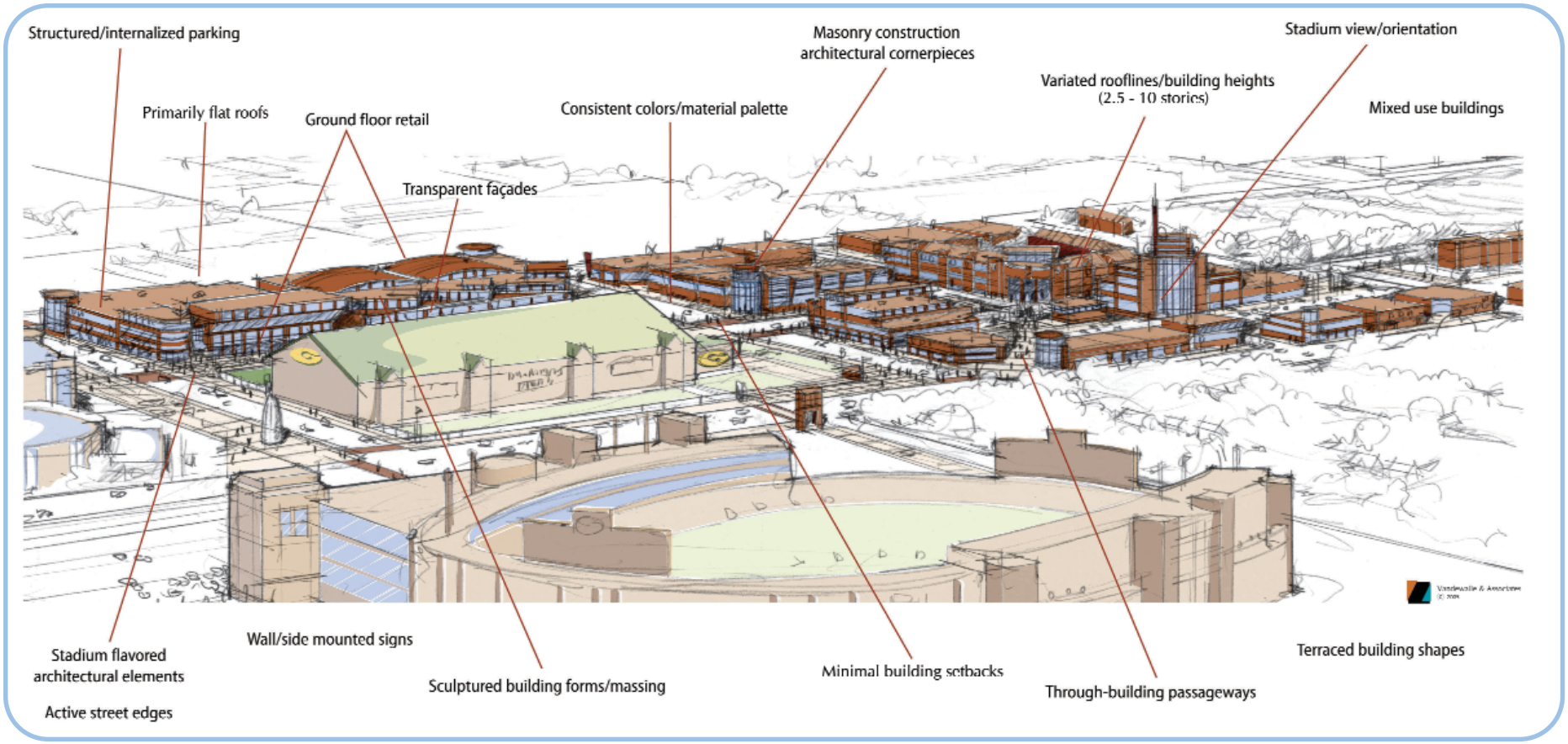
- Architectural form of buildings and roofs
- Building height
- Façade character
- Orientation of buildings on the site
- Building setbacks from public streets
- Building materials and colors
- Building transparency
- Building mounted signage and lighting
- Green architecture

Architectural Form of Buildings and Roofs

These guidelines describe desired building shape and massing, as well as, roof appearance.

Guideline

Shape building forms to complement the size and form of existing district cornerstone buildings such as Lambeau Field and the Resch Center.



Appropriate

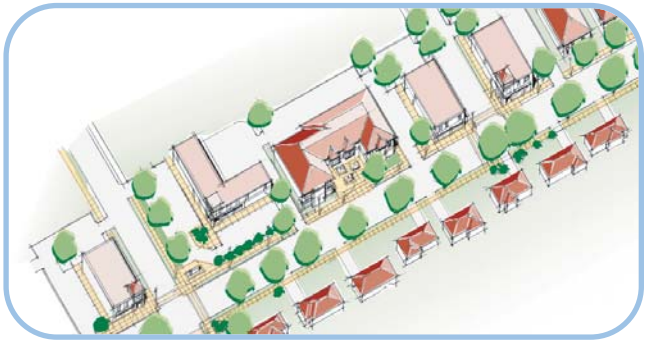
Appropriate

- Use rectangular shape for primary building form
- Buildings should primarily be large in form, containing numerous users versus many smaller buildings containing single users
- Building groups may occupy entire village blocks, though developments should be master planned to be best integrated into the district
- Articulated (detailed) building shapes
- Break down the perceived size of large buildings through the strong expression of structural components such as bays, vertical and horizontal elements, towers, and roof lines
- Design buildings with subtle components and architectural details that relate to Lambeau Field and the Resch Center
- Articulate the tops of facades with cornices and horizontal banding
- Build flat, mansard, or gently pitched back sloped roofs with pronounced roof lines or parapets
- Construct gently curving roofs
- Divide large roofs into smaller roofs located at different vertical levels, forms and orientations
- Screen roof mechanicals
- Modify franchise corporate/trademark architecture to fit the desired district character
- Overhead skywalks connecting buildings

Inappropriate

Inappropriate

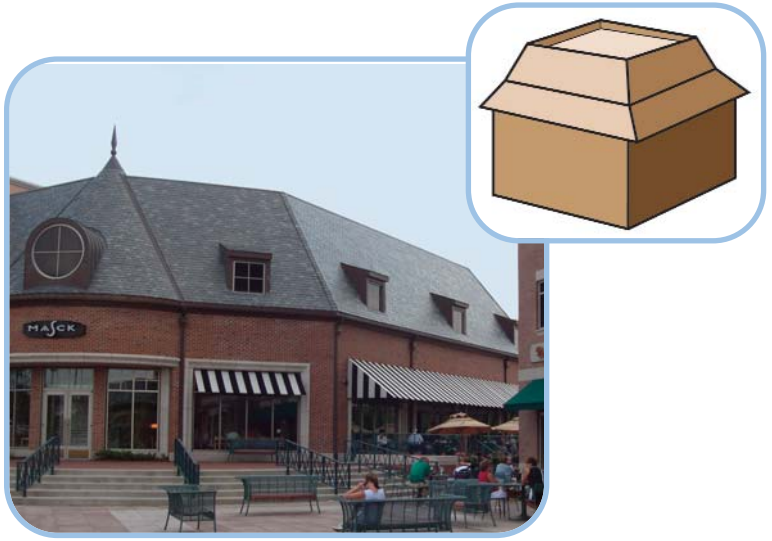
- Flat, massive, monolithic geometric shapes
- Small buildings with single occupants
- Gabled, hipped, or steeply pitched roofs
- Large, monotonous roof forms
- Visible building mechanicals
- Corporate or franchise architecture
- Fakely historic buildings



Inappropriate

Appropriate - Flat

Inappropriate - Gabled



Inappropriate - Mansard

Inappropriate - Hipped

Building Height

These guidelines describe desired heights of newly constructed buildings.

Guideline

All new buildings should be between 2.5 and 10 stories.

- Buildings should be a minimum of 30 feet or 2 stories in height measured from the street level to the top of the roof.
- Buildings should be a maximum of 120 feet or ten stories in height measured from the street level to the top of the roof.
- Additional height may be permitted if the project can be shown to contribute favorably to the overall image and character of the district and that any adverse impacts to surrounding properties are minimized. Mitigating features may include: upper-story stepbacks, roof terracing, north-south building orientation to minimize sun blockage, and the avoidance of abrupt changes in scale from neighboring buildings).
- No false second floors.

Appropriate

Appropriate

Inappropriate

Inappropriate

Façade Character

These guidelines describe the preferred building façade treatments on the ground and upper story levels.

Guideline

Buildings facades should be articulated to fit into the Sports and Entertainment District with architectural elements relating from to the district, existing buildings, and pedestrians.

Appropriate

- Draw design elements from Lambeau Field and the Resch Center
- Differentiate upper and lower stories of buildings
- In order to "break up" facades of larger buildings and create pedestrian interest at the street level:
  - Vary the building façade through the use of materials and color
  - Vary façade setbacks vertically and horizontally
  - Incorporate reveals and stepbacks
  - Use different styles or proportions of windows
  - Incorporate stronger architectural detail
- Address buildings located on street corners with visually interesting architectural features such as towers, bays of glass, rounded walls, and entryways
- Articulate the upper portion of street-level facades with a banded area for signage
- Identify building entryways through the use of permanent overhangs/awnings, changes in materials, and architectural detailing
- Provide overhangs over primary entrances to protect pedestrian from weather elements
- Detail all sides of buildings

Appropriate

Inappropriate

- Use high quality materials that will withstand the effects of a northern climate
- Fixed awnings

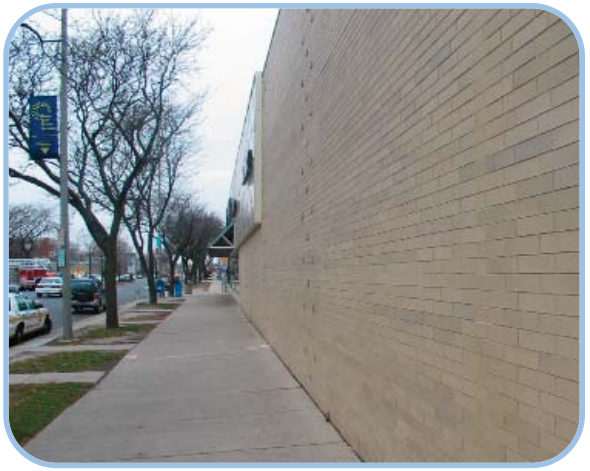
Inappropriate

- Large unarticulated wall planes
- Large expanses of walls without windows
- Projecting wall-mounted mechanical units
- Vinyl awnings
- Buildings with no pedestrian scale or defined entryways

Articulated

Unarticulated

Rear Facade Appropriate



Rear Facade Inappropriate

Building Orientation

These guidelines describe the desired orientation of buildings in relation to public streets.

Guideline

Orient buildings to interact with public streets and the proposed (*pedestrian street*). Building fronts, entry ways, and building activity areas should relate to street activities.

Appropriate

- Locate all buildings along public streets with minimal setbacks
- Buildings should be sited to define the street edge and "frame" public streets
- For sites with frontage on the (*pedestrian street*), locate main building entries to the (*pedestrian street*)
- For sites not located along the (*pedestrian street*), locate main building entries to public streets (Oneida Street, Holmgren Way, Armed Forces Drive, Potts Avenue, Borvan Street, and Morris Avenue)
- Orient buildings to frame views of the Resch Center and Lambeau Field
- Buildings should be sited to maximize solar access
- Incorporate entry plazas and ground level activities, such as outdoor seating, along the (*pedestrian street*) side
- Design recessed entries to allow for pedestrian movement where entrances to new buildings or additions are located close to the sidewalk
- Buildings should have entrances from all public streets

Appropriate

Appropriate

- In buildings without ground floor retail uses, locate uses on the ground floor level which are compatible with a high percentage of transparent windows such as lobbies, waiting rooms, and offices
- Locate buildings and entries at corners of blocks where possible
- Locate service areas to avoid visibility from public streets
- Connect building entries to pedestrian pathways and public sidewalks

Inappropriate

- Drive up facilities
- Orientation of services areas toward public streets
- Uses on the lower levels of buildings, adjacent to the (*pedestrian street*), that are incompatible with transparent windows
- Public street facades without building entrances
- Buildings with non-transparent first floor facades

Inappropriate

Inappropriate

Building Setbacks

These guidelines describe desired location of buildings in relation to public streets and the (*pedestrian street*).

Guideline

Buildings should be located along public streets with minimal setbacks.

Appropriate

- Set back building face far enough for pedestrian comfort and site function while maintaining the definition of the streetscape and the interaction between street, sidewalk, and building activities
- Locate buildings as close to the public r.o.w. as possible to maintain an urban form
- Site buildings at least 10 feet back from Armed Forces Drive to allow for expanded sidewalks and pedestrian movement to and from Lambeau Field. This area may also be used as a tailgating area.
- At least 80% of the building frontage should be located within the following setbacks of public street rights-of-way:
  - (*pedestrian street*) (0-10 feet)
  - Oneida Street (5-15 feet)
  - Holmgren Way (5-15 feet)
  - Armed Forces Way (10-20 feet)
  - Potts Avenue (0-10 feet)
  - Borvan Street (0-10 feet)
  - Morris Avenue (0-10 feet)

Inappropriate

- Buildings set back over 20 feet from public streets
- Parking lots between public streets and the primary façade of a building

Appropriate

Inappropriate

Materials and Colors

These guidelines describe material and color selection for all exterior building walls and their appropriateness to the district.

Guideline

Select materials and colors that complement Lambeau Field and/or Resch Center architecture to create a cohesive district. Materials should be of high-quality and portray a sense of permanence.

Appropriate

- Brick (smaller-scaled units) is the preferred primary exterior finish material
- Smooth, light-colored stone
- Smooth, tinted finished pre-cast concrete
- High-quality composite metal panels (flush-mounted, well-detailed)
- Aluminum trim, painted or powder coated
- Color-finished sheet-metal trim
- Durable, high quality materials

Windows

- Aluminum clad window frames, painted or powder coated
- Clear or lightly tinted glazing

Roof materials

- Single ply membrane roof for flat roofs, properly screened with a cornice
- Color sheet metal roof
- Sod or other natural materials

Colors

- Prescribed red palette for bricks
- Light natural hues for other masonry

Brick Appropriate

Brick Inappropriate

Inappropriate

- Unfinished exposed concrete block
- Large, unfinished, pre-cast concrete panels
- Unfinished poured-in-place concrete
- Simulated stone and other "false" materials
- Rubble stone
- Vinyl, aluminum, wood, or fiber cement siding
- Plywood siding panels
- Exposed treated lumber
- Rough wood and rustic materials (except for "Northwoods" themed retail)
- Exposed wood trim
- EIFS as a primary material or located on the first floor

Windows

- Wood or vinyl window frames
- Moderate to highly reflective glazing
- Strongly colored or darkly-tinted glazing

Roof Materials

- Asphalt or wood shingles

Colors

- Predominant use of bright, high intensity colors
- Predominant use of metallic and neon colors

EIFS Dryvit Fake Stucco Inappropriate

Lapped Metal Inappropriate

Concrete Tilt Up Inappropriate

Building Transparency

These guidelines describe desired arrangements of windows and doors on building ground and upper levels.

Guideline

Enhance the function and appearance of building facades through the generous use of glass doors and windows to fit into an urban commercial district.

Appropriate

- Utilize transparent glazing in all windows, allowing a high level of visibility from the outside to the inside spaces
- Street-side facades should contain bays or continuous bands of large, full panel windows like the Resch Center and Lambeau Field Atrium
- Street-side facades should be primarily windows: street-level facades should approach 80% transparency; upper-level facades should approach 70% transparency
- Parking-side facades should be enhanced with windows and doors to avoid large unarticulated facades

Inappropriate

- Street-side facades with less than 80% transparent windows and doors
- Window openings "punched" into the façade
- Reflective or dark tinted glass windows
- Residential sized doors and windows

Appropriate

Inappropriate

Inappropriate

Building Mounted Signage and Lighting

These guidelines refer to signage and lighting that is mounted as an integrated fixture of a building.

Guideline

Signage should complement building architecture and add to the excitement of an Entertainment District. Lighting should be used to enhance the appearance of buildings, provide safe entries to buildings, and add to the feeling of an "Entertainment District/Olympic Village" feeling.

Appropriate Signage

- All signs should be mounted on buildings and be integrated into the building architecture
- Upper-story building mounted signage can be flush mounted to the façade or roof mounted
- Consideration to the design and quality of materials should be given to the visible mounting brackets of roof top signs
- Street-level signs may be flush mounted to the signage band (horizontal area at the upper part of a building entry) of the façade, mounted on permanent awnings, or hung perpendicular to the façade
- Stylized and three-dimensional signs are acceptable provided they, and all other signs, are uniquely designed and 'fitted" architectural components of a building
- Raised, three-dimensional lettering or artwork is encouraged to add dimension and relief
- Lighting is encouraged to be externally illuminated
- Internally illuminated signage shall have a maximum nighttime illumination of 500 nits
- Internally illuminated signage shall have a maximum daytime illumination of 2,000 nits

Signage - Appropriate

Signage - Appropriate

Signage - Inappropriate

Signage - Inappropriate

Inappropriate Signage

- Generic, unstylized signs
- Large temporary signage located in windows that reduces transparency
- Large-scale street-level signage the overwhelms the pedestrian environment
- Internally-lit, plastic box signs
- Signage that obscures architectural details
- Billboards
- Inflatable signs
- Overly illuminated signs
- Unshielded sign light sources, allowing upward transmission of light

Street Level - Appropriate

Street Level - Inappropriate

Street Level - Appropriate

Appropriate Lighting

- Lighting should be used to emphasize building entrances, building architecture, and activity areas
- Uplighting and lighting with motion (such as spot lights) are permitted during game days or special events
- Lighting may be incandescent or metal halide (MH) to render accurate architectural colors and textures
- Lighting may be used to illuminate signage
- Lighting fixtures should be of high quality to portray a feeling of permanence and integration into building architecture
- Incorporate low level landscape lighting at building foundations

Inappropriate Lighting

- Motion detected lighting
- Flood lighting at the pedestrian, street level
- Lighting fixtures that do not complement the architectural style of the district

Lighting - Appropriate

Lighting - Inappropriate

Green Architecture

These guidelines describe desired building characteristics that reduce the consumption of energy and greenhouse gas generation. These guidelines are optional but highly encouraged. Any inconsistencies between these guidelines and the more general guidelines shall be weighted in favor of these.

Guideline

All new developments are encouraged to be LEED-NC certified or follow LEED-NC standards where appropriate.

LEED-NC Certification includes but is not limited to the following development principles:

- Low energy heating and cooling systems
- Maximum day-lighting to illuminate buildings without electricity
- Energy efficient lighting
- Maximum insulation
- Renewable or recycled materials
- Maximum solar access through siting of the building
- On-site rainwater collection and infiltration
- Green roofs on new and existing buildings
- Use of local construction materials
- Use of porous pavement materials
- Use of alternative energy systems: solar, geothermal, and co-generation

Visit www.usgbc.org/LEED/nc for more information.

Site Design Guidelines

The following guidelines describe the desired design of newly constructed buildings. Specific design elements include:

- Location and treatment of vehicular access
- Surface parking and parking structure location and treatment
- Pedestrian site circulation
- Landscaping and other site treatments
- Service, storage, and utility areas
- Site signage and lighting
- Green site development

Vehicular Access & Parking

These guidelines described locations for parking and access into sites.

Guideline

To create an urban environment, parking should predominantly occur in structures or under buildings. Vehicular access should occur on side streets.

Appropriate

- Vehicles should access sites from side streets such as Potts Avenue, Borvan Street, and Morris Avenue
- Minimize the number and size of access drives from streets in order to reduce conflicts with pedestrian walkways
- Locate parking underground, at the rear of a site, or internally on a site with no frontage on or with minimal visual exposure to the street
- Parking structures or underground parking should be utilized whenever possible to increase development density in the district
- Parking structures should contain habitable space along Armed Forces Drive and the (*pedestrian street*)
- Design parking structures to be incorporated into building architecture. Use the same quality of materials on the parking structure façade as used on the building facades.
- Utilize side streets for on-street parking (Armed Forces Drive, Potts Avenue, Borvan Street, and Morris Avenue)
- Armed Forces Drive on-street parking may be closed on game days or special event days
- Parking at the side of buildings should be screened, buffered from the street, and setback 5 feet from the front building facade
- Parking should be shared between businesses, buildings and property owners whenever possible to increase density, reduce redundant parking areas, and improve internal circulation
- Connect internal parking lots whenever possible

Parking Structure - Appropriate

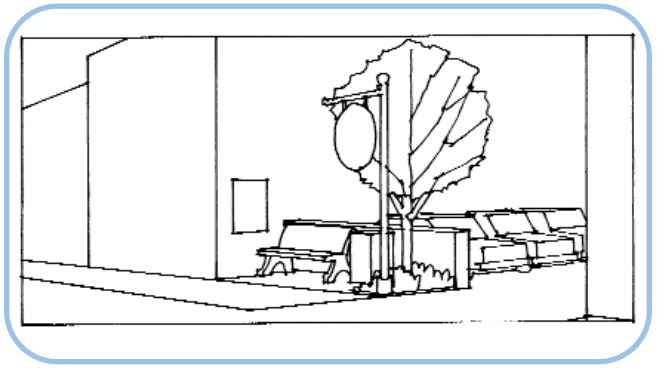
Parking Structure - Inappropriate

Surface Lot - Inappropriate

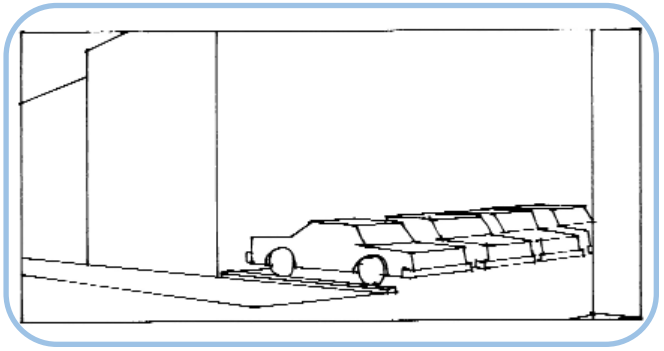
- Provide landscape islands in surface lots, each with a minimum size of 200 square feet, and at a minimum rate of one island for every 20 parking spaces - consider bioretention for stormwater management in these areas
- Plant canopy trees in parking islands
- In large parking lots, install walkways connecting to building entrances or public streets
- Efficiently lay out parking lots, walkways and other paved areas to minimize the amount of impervious surfaces, minimizing runoff and maximizing storm water infiltration - consider porous pavements where appropriate
- Install curbs in parking lots and planting islands
- Incorporate bicycle parking areas and bike racks into site development, near activity areas
- Provide pathway connections between bicycle parking areas and public streets or building entrances
- Consider snow control in the parking system layout

Inappropriate

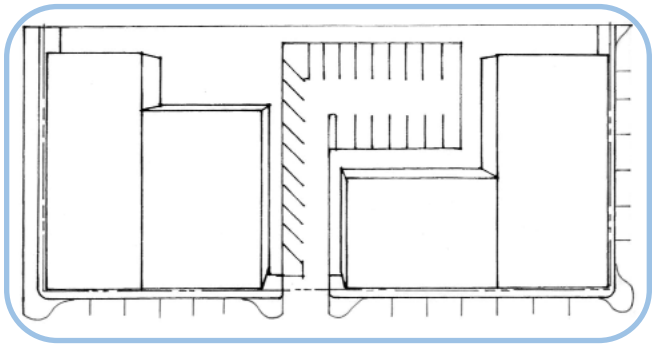
- Vehicular site access from Armed Forces Drive or the (*pedestrian street*)
- Large, monolithic parking structures with poor quality materials
- Parking structure facades facing Armed Forces Drive and the (*pedestrian street*)
- Front parking lots located between buildings and public streets
- Parking areas located on corners
- Individual parking lots for each development/business
- Numerous access drives into disconnected parking areas
- No parking lot landscaping



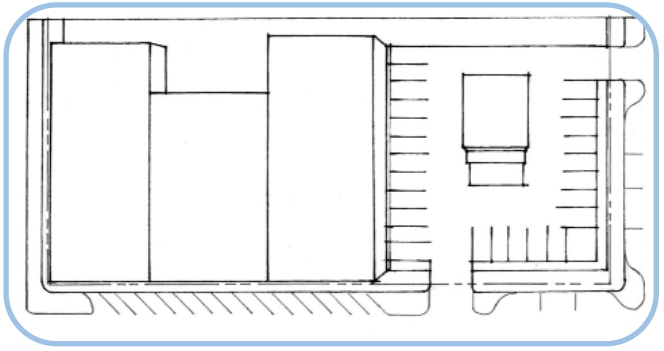
Parking Screening - Appropriate



Parking Screening - Inappropriate



Surface Parking Location - Appropriate



Surface Parking Location - Inappropriate

Pedestrian Site Circulation

These guidelines provide standards for pedestrian pathways.

Guideline

The Sports Entertainment District should be a pedestrian friendly environment. Development should be highly integrated into this environment by connecting pedestrian paths to public sidewalks, the (*pedestrian street*), and activity areas. Pedestrian circulation should be given priority over vehicular circulation.

Appropriate

- Connect private pedestrian walkways to public sidewalks, the (*pedestrian street*), public plaza areas, and parking areas
- Include walkways in all parking areas to allow safe pedestrian access to the building entrance
- Design all walkways with slopes that are ADA compliable
- Provide access to buildings for persons with disabilities including ramps, special walkways or entries. Integrate these facilities with the site and building configuration
- Provide public space and amenities along the (*pedestrian street*)
- Incorporate outdoor gathering and activity areas consistent with primary building entry points and ground floor uses
- Utilize decorative fences, walls and/or landscaped edges to screen surface parking and service areas from sidewalks and streets

Inappropriate

- Parking lots without designated pedestrian paths
- Building entrances without pedestrian connections from public streets
- Non-ADA compliant slopes for walkways or ramps for building entrances

Appropriate

Appropriate

Inappropriate

Landscaping and Other Site Treatments

These guidelines refer to open spaces between buildings and their treatment including plantings, earthwork, landscape structures and paving.

Guideline

Create pedestrian-friendly landscapes that are functional, visually appealing, and relate to building activities and architecture. Use landscaping to screen undesirable views.

Appropriate

- Incorporate landscape elements that complement the character of the building and provide a pleasing relationship with adjoining properties, the public sidewalk, and the (*pedestrian street*)
- This urban landscaping should be of the same quality as the architecture
- Use appropriate landscape elements to establish continuity between buildings and to define the block face where there are no buildings
- Plant shade trees in surface parking lots to reduce heat islands
- Incorporate mid-level plantings and ground covers into parking planting areas
- Incorporate rain gardens and bioretention basins to collect runoff and filter pollutants where possible
- Utilize stormwater management techniques that maximize infiltration and filter runoff
- Install bioretention areas in surface parking lots for stormwater infiltration

Urban Space - Appropriate

Urban Space - Inappropriate

Urban Space - Appropriate

Urban Space - Inappropriate

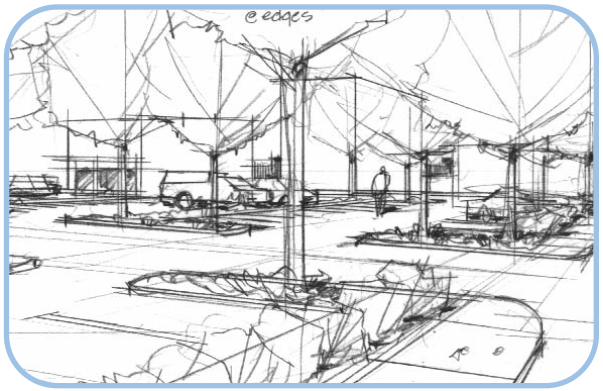
Urban Space - Appropriate

- Use plant materials that are compatible with urban environments, provide year round interest, and will maintain their health with the expected amount of care
- Use salt tolerant plants due to the urban pedestrian environment
- Native plants should be installed whenever possible
- Limit installation of turf grass to public activity areas
- Install plants to screen parking areas from public streets
- Install plants to screen building mechanicals
- Use plant materials that provide year-round interest, add desirable color, texture, and smells to a site's experience
- Use high quality paving and site features to contribute to the pedestrian friendly environment
- Any security fencing should consist of decorative materials (such as wrought iron, brick or stone).
- Select and locate site furnishings (benches, trash receptacles, bicycle racks, etc.) to unify the Sports and Entertainment District and provide a pleasing relationship with adjoining properties, the public sidewalk, and (*pedestrian street*)
- Provide seating for retail establishments and to take advantage of nearby public places

Inappropriate

- Asphalt or unpaved pedestrian walkways
- Residential or suburban landscape treatment such as boulders, bark chips, plastic edging, railroad ties, etc.
- Chain link, metal mesh, wire or barbed wire fencing
- Single species plantings
- Site furnishings located adjacent to common spaces, such as the (*pedestrian street*) and Armed Forces Drive, that are unique to individual buildings and not common to the Sports Entertainment District

Parking - Appropriate



Parking - Appropriate

Parking - Inappropriate

Service and Storage Areas

These guidelines provide desired locations and screening of services, storage, and utility areas.

Guideline

Service, storage, and utility areas, while necessary for business operation, should not be located in view from public streets.

Appropriate

- Locate service areas to minimize impact on views from public streets, activity areas, and adjacent businesses
- Screen parking and service areas from view of streets, sidewalks, and adjacent properties with decorative fences, walls and/or landscaped edges
- Physically separate delivery, service, and drive-through areas from pedestrian areas and customer parking areas. Use walls and/or landscaped areas where necessary
- Ideally all waste containers would be located within the building, directly accessible from the exterior
- Conceal waste containers with enclosures that compliment the colors and materials of the building it serves
- Separate ground-mounted mechanical and utility equipment from customer parking and pedestrian areas
- Screen mechanicals with walls and/or landscaping
- Screen roof top and ground mounted mechanical and utility equipment so that it is not visible from upper floors of nearby buildings

Inappropriate

- Service areas along public streets
- Utility equipment on along public streets
- Prefabricated storage sheds
- Visible garbage dumpsters

Appropriate

Appropriate

Inappropriate

Site Signage and Lighting

These guidelines described standards for free-standing, non-commercial signage and lighting, not located on buildings. See page 18 for commercial signage guidelines.

Guideline

Signage should complement building architecture and add to the excitement of an Entertainment District. Lighting should be used to enhance the appearance of buildings, provide safe entries to buildings, and add to the feeling of an "Entertainment District/Olympic Village" feeling.

Appropriate

- Site signage should be limited to district identification, pedestrian-scaled wayfinding signage, and informational kiosks
- Permanent business signage should be located on buildings, not in the landscape
- Temporary business signs may be used during business hours of operation only. For example, a restaurant my place a menu board outside, but must remove the sign at closing time
- Public streets should be adequately lit to provide a safe environment
- Visible light fixtures should compliment building architecture

Appropriate

Appropriate

Appropriate

Appropriate

Inappropriate

Inappropriate

Inappropriate

- Lighting levels at district lines should not exceed 0.5 footcandles – levels can be higher across property lines within the district
- Utilize incandescent or high-pressure sodium (HPS) light fixtures for parking lot and pedestrian path lighting
- Accent lighting of building entrances and landscaping areas may be metal halide (MH) to render accurate plant and architectural colors and textures
- Install lights no greater than 20 feet in height, measured from grade to top of fixture
- Pole lights and fixtures should be unified throughout the district
- Sign pole banners are allowed to advertise the district, events, and individual businesses
- Average illumination levels in parking lots should not exceed 5 footcandles

Inappropriate

- Pylon signs or billboards
- Monument signs advertising individual businesses
- Tall mast lighting
- Large temporary signs that impede pedestrian traffic
- Inflatable signs
- Overly illuminated signs
- Unshielded sign light sources, allowing upward transmission of light

Appropriate

Appropriate

Inappropriate

Inappropriate

Green Site Development

These guidelines describe desired site development techniques that promote environmental and community health, conserve energy and water, and promote responsible land planning.

Guideline

All new developments are encouraged to be certified in the Leadership in Energy & Environmental Design for Neighborhood Development (LEED-ND) or adhere to the principles of the Sustainable Sites Initiative.

At the time of this document creation, both LEED-ND and the Sustainable Sites Initiative were in pilot stages. Both programs promote the following site development techniques:

- Planning development by reducing sprawl
- Integrate transit options into development
- Diversity of uses and walkable environments
- Housing type diversity
- Stormwater best management practices to reduce runoff and maximize on-site infiltration
- Using recycled or locally produced materials
- Conserving natural systems and species
- Reduce building energy consumption
- Limit soil erosion and site disturbance during construction
- Reduce heat islands in urban environments

Visit www.usgbc.org/LEED/ND and www.sustainablesites.org for more information.

VILLAGE CENTER DISTRICT (VC)

District Description

The Village Center District is intended to implement the redevelopment strategy identified in the adopted Sports Village Master Plan for the area between Oneida Street and Holmgren Way, south of Morris Avenue connecting the Sports and Entertainment zoning district with the Bay Park Mall area.

Redevelopment in the Village Center District is scaled toward civic, residential, and employment uses, including a live-work neighborhood for a proposed nearby tech-park. The centerpiece of the district is a new Village Green that connects the Village Hall to a new public library/community center, fronting onto a new north-south street. As detailed in the Sports Village Master Plan, the Village Center District is divided into two sub-sections. The upper section (bounded by Morris Avenue on the north and Marvelle Lane on the south) contains the proposed new Village Green and public library surrounded by smaller-scale, mixed-use buildings and medium density multiple family housing, with neighborhood-scale commercial buildings on the east and west peripheries. The lower section of the district is intended for larger-format retail, a heavier concentration of commercial offices, and mid-rise multiple family housing as a transition to Bay Park Square Mall and the adjoining regional- and community-scale commercial uses to the south.

Architectural Guidelines

The following guidelines describe the desired design of newly constructed buildings. Specific design elements include:

- Architectural form of buildings and roofs
- Building height
- Façade character
- Orientation of buildings on the site
- Building setbacks from public streets
- Building materials and colors
- Building transparency
- Building mounted signage and lighting
- Green architecture

Architectural Form of Buildings and Roofs

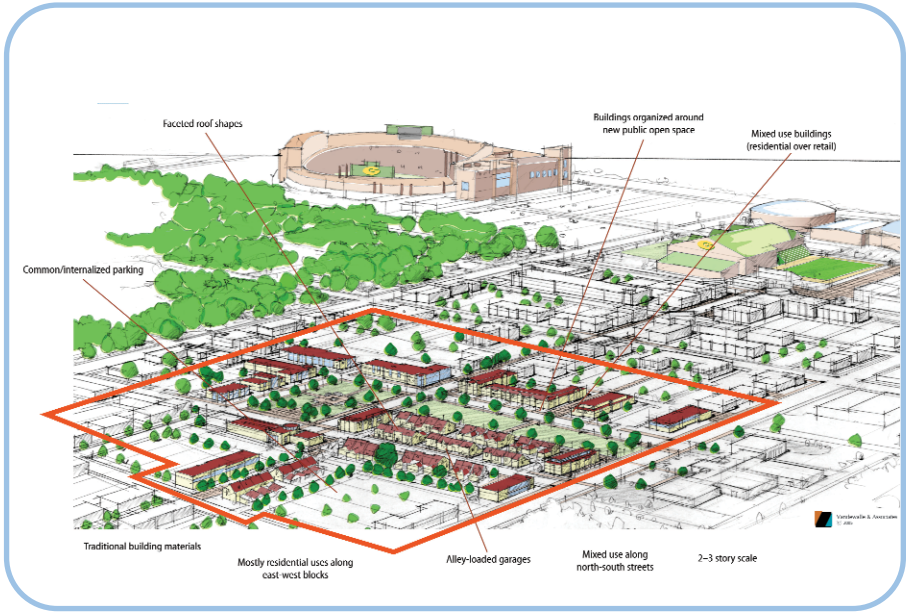
These guidelines describe desired building shape and massing, as well as, roof appearance

Guideline

Buildings should be shaped to create a small-scale urban and pedestrian-friendly environment. Roof forms may vary to create architectural interest within a village center atmosphere.

Appropriate

- Use rectangular shape for primary building form, aligned parallel to public streets
- Buildings should contain a collection of uses whenever possible
- Building spacing should be most dense at the village center, near the village green
- Single use retail buildings are most appropriate near Bay Park Square Mall
- Articulate building shapes with window bays, cornices, parapets, towers, stairways, and balconies
- Articulate the tops of flat-roofed facades with cornices and horizontal banding
- Use varied and broken rooflines
- Commercial and mixed use buildings should primarily have flat roofs
- Residential buildings may have flat, hipped, gabled, or mansard roofs



Appropriate

Inappropriate

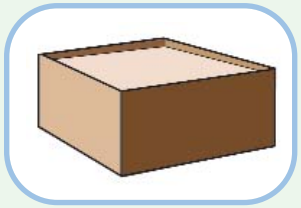
Inappropriate

- Screen roof mechanicals
- Modify franchise corporate/trademark architecture to fit the desired district character

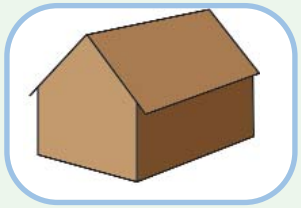
Inappropriate

- Bold, flat, massive, monolithic geometric shapes
- Single use commercial buildings in the village center, adjacent to the village green
- Steeply pitched roofs resulting in large, monotonous roof forms
- Visible building mechanicals
- Corporate or franchise architecture

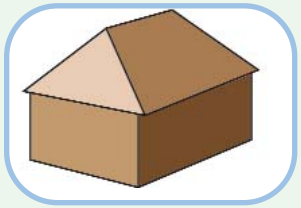
Inappropriate Roof Form



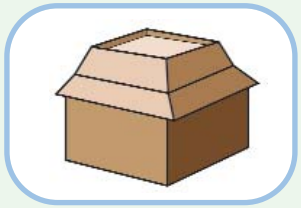
Flat



Gabled



Hipped



Mansard

Appropriate Roof Forms

Building Height

These guidelines describe desired heights of newly constructed buildings.

Guideline

All new buildings should be between two and six stories.

- Buildings should be a minimum of 25 feet or two stories in height measured from the street level to the top of the roof
- Buildings should be a maximum of 90 feet or six stories in height measured from the street level to the top of the roof
- Additional height may be permitted if the project can be shown to contribute favorably to the overall image and character of the district and that any adverse impacts to surrounding properties are minimized. Mitigating features may include: upper-story stepbacks, roof terracing, and the avoidance of abrupt changes in scale from neighboring buildings).

Appropriate

Inappropriate

Appropriate

Façade Character

These guidelines describe preferred building façade treatments on the ground and upper story levels.

Guideline

Building facades should be articulated on all sides compatible with a pedestrian scale village center district.

Appropriate

- Differentiate upper and lower stories of buildings
- "Break up" buildings facades and create pedestrian interest at the street level by:
  - Varying the building façade through the use of materials and color
  - Varying façade setbacks vertically and horizontally
  - Incorporating reveals and stepbacks
  - Incorporating balconies for residential uses
  - Using different styles of windows
  - Incorporating stronger architectural detail at the street level
- Address buildings located on street corners with visually interesting architectural features such as towers and entryways
- Articulate the upper portion of commercial street-level facades with a banded area for signage

Appropriate

- Identify building entryways through the use of permanent overhangs/awnings, changes in materials, and architectural detailing
- Acknowledge adjacent structures through the use of similar proportions, materials, colors, and design elements
- Provide overhangs over primary entrances to protect pedestrians from weather elements
- Detail all building sides which are visible from public streets and primary parking areas
- Use high quality materials that will withstand the effects of a northern climate

Inappropriate

- Large unadorned/unbroken wall planes
- Large expanses of walls without windows
- Projecting wall-mounted mechanical units
- Vinyl awnings
- Excessive signage
- Buildings with no pedestrian scale or articulated window/door openings

Inappropriate

Building Orientation

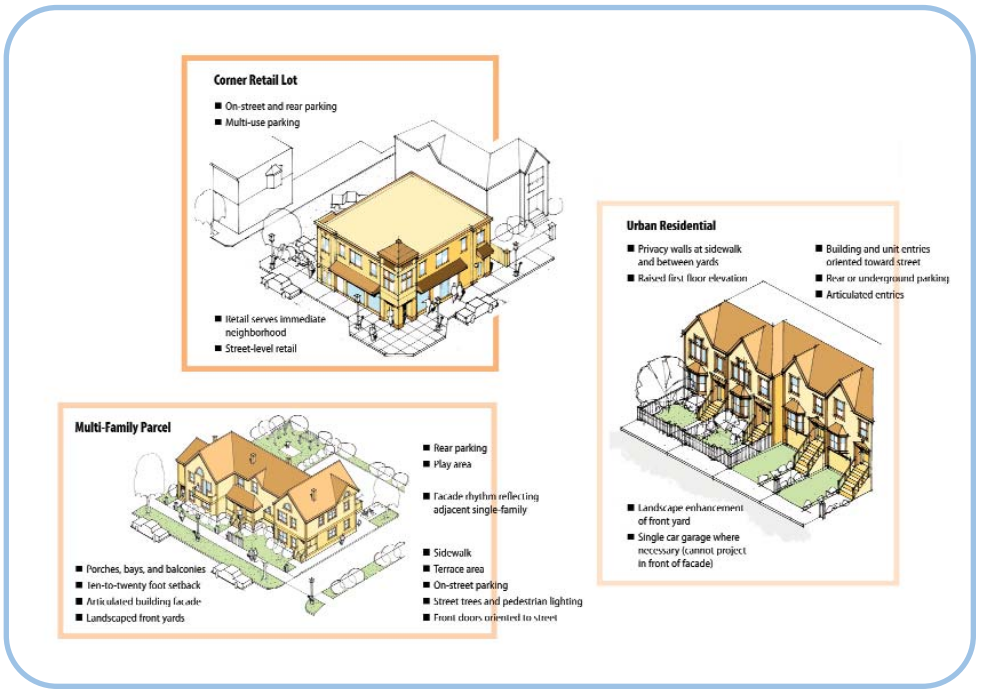
These guidelines describe the desired orientation of buildings in relation to public streets.

Guideline

Orient buildings toward public streets. Building facades, entry ways, and activity areas should relate to street activities.

Appropriate

- Locate all buildings and entries along public streets with minimal setbacks
- Buildings should be sited to define the street edge and "frame" public streets
- Connect building entries to pedestrian pathways and public sidewalks
- Buildings should contain entrances on all public streets
- In buildings without ground floor retail uses, locate uses on the ground floor level which are compatible with a high percentage of transparent windows such as lobbies, waiting rooms, and offices
- Locate service areas to avoid visibility from public streets
- Drive-up facilities should be located on the back side of buildings as to not dominate the streetscape



Appropriate

Inappropriate

- Buildings not oriented toward public streets
- Service areas fronting on public streets
- Public street facades without building entrances
- Ground level residential along Holmgren Way and Oneida Street, except adjacent to the village green, near the Village Hall
- Commercial buildings with non-transparent first floor facades

Inappropriate

Gas Station Orientation

Appropriate

Pump Location - Inappropriate

Pump Location - Appropriate

Inappropriate

Building Setbacks

These guidelines describe desired location of buildings in relation to public streets

Guideline

Buildings should be located along public streets with minimal setbacks

Appropriate

- Locate buildings to encourage interaction between street/sidewalk activities and building activities
- Commercial and mixed-use buildings should have a zero setback in the village center and a 5' setback along Oneida Street and Holmgren Way
- Residential buildings should have a 0'-10' setback to allow for front porches and entryways
- At least 80% of the building frontage should be located within the following setbacks of public street rights-of-way:
  - (Pedestrian street) (0-10 feet)
  - Oneida Street (5-10 feet)
  - Holmgren Way (5-10 feet)
  - Morris Avenue (0-10 feet)
  - William Charles Court (0-10 feet)
  - Marvelle Lane (0-10 feet)
  - Bayland Court(0-10 feet)
  - Fox Heights Lane (0-10 feet)
  - Cormier Road (5-10 feet)
  - Willard Drive (5-10 feet)
  - Proposed Street (0-10 feet)

Appropriate

Inappropriate

- Buildings set back over 10 feet from public streets
- Parking lots between public streets and the primary façade of a building

Inappropriate

Materials and Colors

These guidelines describe material and color selection for all exterior building surfaces and their appropriateness to the district.

Guideline

Select materials and colors that complement the Village Hall architecture, relate to a pedestrian scale, and create a coordinated appearance. Materials should be of high-quality and portray a sense of permanence.

Appropriate

- Brick (smaller-scaled units) is the preferred primary exterior finish material
- Smooth, light-colored stone
- Painted or stained wood siding
- Hardiplank fiber-cement siding (wood textured)
- Aluminum trim, painted or powder coated
- Painted wood trim
- Durable, high quality and low maintenance materials

Commercial - Appropriate

Residential - Appropriate

Commercial - Appropriate

Windows

- Clear or lightly tinted glazing
- Aluminum clad window frames, painted or powder coated
- Wood window frames, stained or painted
- Vinyl window frames, color to match building

Roof materials

- Single ply membrane roof for flat roofs, properly screened with a cornice
- Asphalt or wood shingles for angled roofs

Colors

- Facades should primarily be earth tones
- Light natural hues for masonry

Inappropriate

- Unfinished exposed concrete block
- Large, pre-cast concrete panels
- Unfinished poured-in-place concrete
- Prominent use of EIFS or any application to the street level facade
- Vinyl siding
- Plywood siding panels
- Corrugated, lapped metal panels
- Moderate to highly reflective glazing
- Strongly colored or darkly-tinted glazing
- Dominate use of corrugated metal roofs (accent use may be acceptable)
- Predominant use of bright, high intensity colors
- Predominant use of metallic and neon colors

Inappropriate

Building Transparency

These guidelines describe desired arrangements of windows and doors.

Guideline

Enhance building function and appearance through the use of ground level glass doors and windows.

Appropriate

- Utilize transparent glazing in all windows, allowing a high level of visibility from the outside to the inside spaces
- Transparency should be used to allow street-level activities in commercial buildings to be seen from sidewalks and streets
- Commercial front facades should approach 60% transparency through a combination of windows and doors
- Upper floor front facades should approach 30% transparency through windows and balcony doors
- Parking-side and secondary facades should be enhanced with windows and doors to avoid large unarticulated facades
- Residential buildings may utilize punched or recessed window openings
- Commercial buildings may utilize clearstory window bands

Inappropriate

- Street-side facades without transparent windows and doors
- Large monolithic areas of windows
- Continuous bands of windows on residential upper floors
- Reflective or dark tinted glass windows
- Residential-scaled doors or windows at street-level on commercial buildings

Inappropriate

Appropriate

Building Mounted Signage and Lighting

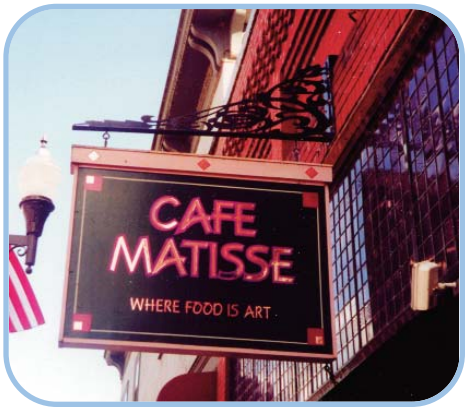
These guidelines refer to signage and lighting that is mounted as an integrated fixture of a building.

Guideline

Signage and lighting should enhance building architecture and function for marketing and safety needs.

Appropriate Signage

- All signs should be integrated into the building architecture
- Signs may be flush mounted to the signage band (horizontal area at the upper part of a building entry), mounted on permanent awnings, or hung perpendicular to the façade
- Signs may be incorporated into awnings
- Businesses may have a primary sign on the street facing façade and a smaller, secondary sign on the parking lot side of the building
- Signs should have a maximum height of two-thirds of the signage band height
- Projecting signs should be located at least ten feet above ground level
- Signs should be externally illuminated by building mounted lighting
- Sign designs, locations, and colors should fit building character in terms of style and proportion
- Use durable, long-lasting sign materials



Signage - Appropriate

Inappropriate Signage

- LED, animated, flashing, blinking, and video signs
- Internally illuminated signs
- Plastic box signs
- Generic, unstylized signs
- Large temporary signage located in windows that reduces transparency
- Large-scale street-level signage the overwhelms the pedestrian environment
- Signage that obscures architectural details
- Billboards
- Inflatable signs
- Overly illuminated signs
- Unshielded sign light sources, allowing upward transmission of light

Signage - Inappropriate

Appropriate Lighting

- Use lighting to emphasize building entries
- Use cut-off light fixtures that direct light downward and minimize spillage onto adjoining properties
- Light building entries, pedestrian walkways, stairs, and outdoor use areas adequately but not excessively
- Lighting may be incandescent or metal halide (MH) to accentuate architectural colors and textures
- Use lighting to complement building character and provide a pleasing relationship with adjoining properties and the public street
- Highlight building detailing and signage with indirect wall-washing, sconce, and up lighting fixtures

Inappropriate Lighting

- Motion detected lighting
- Flood lighting at the pedestrian, street level
- Lighting fixtures that do not complement the architectural style of the district

Lighting - Appropriate

Lighting - Inappropriate

Green Architecture

These guidelines describe desired building characteristics that reduce the consumption of energy and greenhouse gas generation. These guidelines are optional but highly encouraged. Any inconsistencies between these guidelines and the more general guidelines shall be weighted in favor of these.

Guideline

All new developments are encouraged to be LEED-NC certified or follow LEED-NC standards where appropriate.

LEED-NC Certification includes but is not limited to the following development principles:

- Low energy heating and cooling systems
- Maximum day-lighting to illuminate buildings without electricity
- Energy efficient lighting
- Maximum insulation
- Renewable or recycled materials
- Maximum solar access through siting of the building
- On-site rainwater collection and infiltration
- Green roofs on new and existing buildings
- Use of local construction materials
- Use of porous pavement materials
- Use of alternative energy systems: solar, geothermal, and co-generation

Visit www.usgbc.org/LEED/nc for more information.

Site Design Guidelines

The following guidelines describe the desired design of newly constructed buildings. Specific design elements include:

- Location and treatment of vehicular access
- Surface and structured parking location and treatment
- Pedestrian site circulation
- Landscaping and other site treatments
- Service, storage, and utility areas
- Site signage and lighting
- Green site development

Vehicular Access & Parking

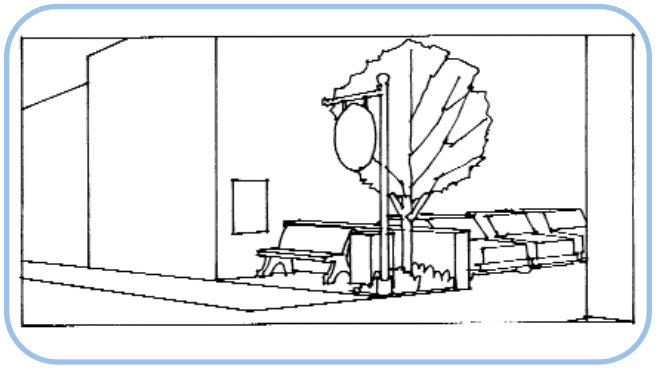
These guidelines described locations for parking and access into sites.

Guideline

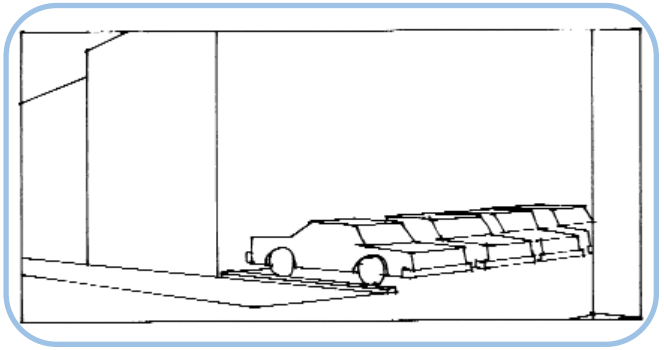
To create a pedestrian friendly streetscape, parking areas should be located to the interiors of sites. Parking should not be visible from primary pedestrian streets.

Appropriate

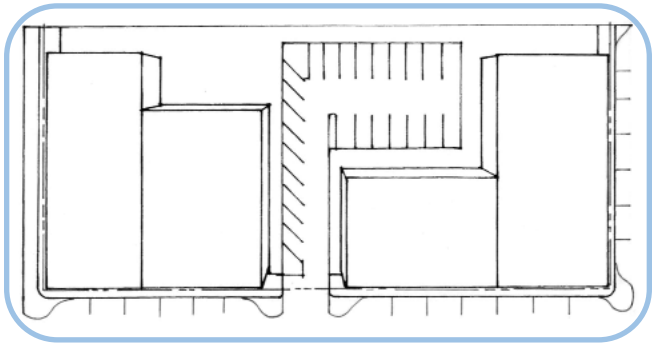
- Vehicles should access sites from side streets such as Morris Avenue, Marvelle Lane, and Cormier Road to reduce vehicular congestion on Holmgren Way and Oneida Street
- Minimize the number and size of access drives from streets in order to reduce conflicts with pedestrian walkways
- Locate parking internally on a site with minimal visual exposure to the street
- Utilize streets for on-street parking except on Holmgren Way and Oneida Street
- If parking must be located to the side of a building, the parking should be screened, buffered from the street, and setback 5 feet from the front building facade
- Parking should be shared between businesses, buildings and property owners whenever possible to increase density, reduce redundant parking areas, and improve internal circulation
- Connect internal parking lots whenever possible



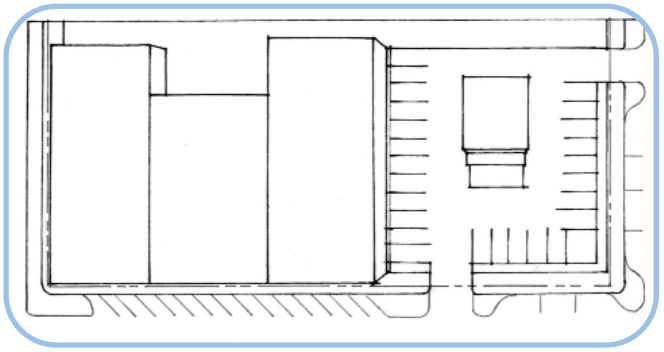
Parking Screening - Appropriate



Parking Screening - Inappropriate

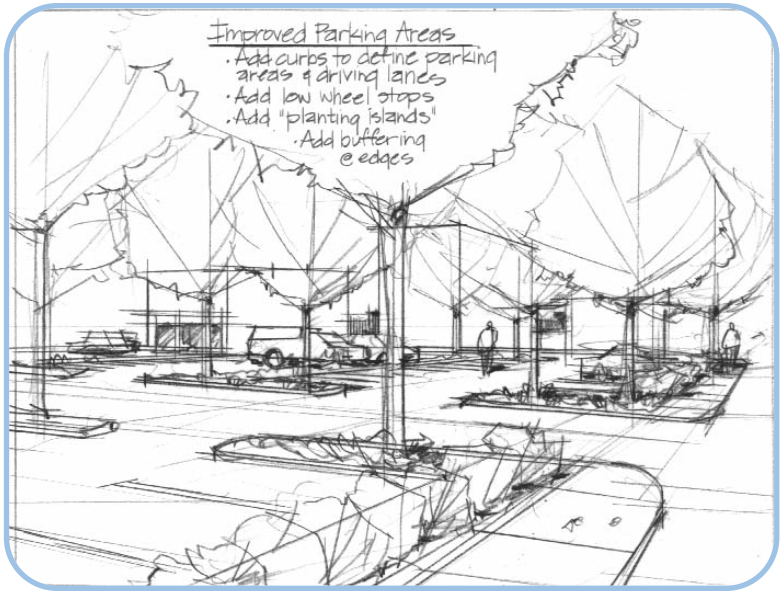


Surface Parking Location - Appropriate



Surface Parking Location - Inappropriate

- Provide landscape islands, each with a minimum size of 200 square feet, and at a minimum rate of one island for every 20 parking spaces - consider bioretention for stormwater management in these areas
- Plant canopy trees in parking islands
- Install walkways in parking lots connecting to building entrances or public streets
- Efficiently lay out parking lots, walkways and other paved areas to minimize the amount of impervious surfaces, minimizing runoff and maximizing stormwater infiltration - consider porous pavements where appropriate
- Install curbs in parking lots and planting islands
- Incorporate bicycle parking areas and bike racks into site development, near activity areas
- Provide pathway connections between bicycle parking areas and public streets or building entrances
- Consider snow control in the parking system layout



Appropriate

Inappropriate

- Parking lots located between buildings and public streets
- Parking areas located on corners
- Individual parking lots for each development/business
- Numerous access drives into disconnected parking areas
- No parking lot landscaping

Inappropriate

Pedestrian Site Circulation

These guidelines provide standards for pedestrian pathways.

Guideline

The Village Center District should be a pedestrian friendly environment. Development should be integrated into this environment by connecting pedestrian paths to public sidewalks and activity areas. All private development should have adequate pedestrian appointments.

Appropriate

- Connect private pedestrian walkways to public sidewalks and public plaza areas
- Include walkways in all parking areas to allow safe pedestrian access to the building entrance
- Design all walkways with slopes that are ADA compliable
- Provide access to buildings for persons with disabilities including ramps, special walkways or entries. Integrate these facilities with the site and building configuration
- Incorporate outdoor gathering and activity areas consistent with primary building entry points and ground floor uses
- Utilize decorative fences, walls and/or landscaped edges to screen surface parking and service areas from sidewalks and streets

Inappropriate

- Parking lots without designated pedestrian paths
- Building entrances without pedestrian connections from public streets
- Non-ADA compliant slopes for walkways or ramps for building entrances

Appropriate

Inappropriate

Landscaping and Other Site Treatments

These guidelines refer to open spaces between buildings and their treatment including plantings, earthwork, landscape structures and paving.

Guideline

Create pedestrian-friendly landscapes that are functional, visually appealing, and relate to building activities and architecture. Use landscaping to screen undesirable views of building mechanicals and surface parking.

Appropriate

- Incorporate landscape elements that complement the character of the building and provide a pleasing relationship with adjoining properties, the public sidewalk, and the pedestrian street
- Use appropriate landscape elements to establish continuity between buildings and to define the block face where there are no buildings
- Plant shade trees in surface parking lots to reduce heat islands and maintain river fauna habitat
- Incorporate mid-level plantings and ground covers into parking planting areas
- Incorporate rain gardens and bioretention basins to collect runoff, filter pollutants, and provide infiltration
- Construct stormwater management treatments that maximize infiltration and filter runoff
- Install bioswales in parking areas for stormwater infiltration

Pedestrian Crossings

Parking Lot Screening

Parking Lot Screening

Parking Lot

Parking Lot

Bioswale

Urban Space

Appropriate

- Use plant materials that are compatible with urban environments, provide year round interest, and will maintain their health with the expected amount of care
- Use salt tolerant plants
- Native plants should be installed whenever possible
- Install plants to screen parking areas from public streets
- Install plants to screen building mechanicals
- Use plant materials that provide year-round interest, add desirable color, texture, and smells to a site's experience
- Use high quality paving and site features to contribute to the pedestrian friendly environment
- Where security fencing is necessary and permitted, use decorative materials (such as wrought iron, brick or stone).

Inappropriate

- Single species planting schemes
- Residential or suburban landscape treatment such as boulders, bark chips, plastic edging, railroad ties, etc.
- Unpaved pedestrian walkways
- Chain link, metal mesh, wire or barbed wire fencing
- Site furnishings located adjacent to common spaces, such as the pedestrian street and Armed Forces Drive, that are unique to individual buildings and not common to the Sports Entertainment District

Inappropriate

Service and Storage Areas

These guidelines provide desired locations and screening of services, storage, and utility areas

Guideline

Service, storage, and utility areas, while necessary for business operation, should not be located in view from public streets.

Appropriate

- Locate service areas to minimize impact on views from public streets, activity areas, and adjacent businesses
- Screen parking and service areas from view of streets, sidewalks, and adjacent properties with decorative fences, walls and/or landscaped edges
- Physically separate delivery, service, and drive-through areas from pedestrian areas and customer parking areas. Use walls and/or landscaped areas where necessary
- All waste containers should be located within the building, directly accessible from the exterior whenever possible
- Conceal waste containers with enclosures that compliment the colors and materials of the building it serves
- Separate ground-mounted mechanical and utility equipment from customer parking and pedestrian areas
- Screen mechanicals with walls and/or landscaping
- Screen roof top and ground mounted mechanical and utility equipment so that it is not visible from upper floors of nearby buildings

Inappropriate

- Service areas along public streets
- Utility equipment on along public streets
- Prefabricated storage sheds
- Visible garbage dumpsters

Appropriate

Inappropriate

Site Signage and Lighting

These guidelines described standards for free-standing signage and lighting, not located on buildings

Guideline

Install pedestrian scale signage to advertise businesses. Install adequate but not excessive lighting to promote a safe environment along pedestrian walkways, parking areas, and gathering spaces.

Appropriate Signage

- Primary business identification signage should be building mounted, but limited site signage is permitted
- Combine business signs into one monument sign per site
- Monument signs should be pedestrian scale and must comply with the Village's Sign Code
- Monument signs should reflect building architecture and materials
- Monument signs should be located as to not interfere or create visual clutter
- Monument sign bases should be screened with landscaping
- Monument signs should be externally illuminated
- Temporary business signs may be used during business hours of operation only. For example, a restaurant may place a menu board outside, but must remove the sign at closing time.

Signage - Appropriate

Inappropriate Signage

- Pylon signs or billboards
- Individual monument signs for business occupying the same site
- Large temporary signs that impede pedestrian traffic
- Signs with electronic message systems
- LED, animated, flashing, and video signs
- Internally illuminated or plastic box signs
- Inflatable signs
- Overly illuminated signs
- Unshielded sign light sources, allowing upward transmission of light

Signage - Inappropriate

Appropriate Lighting

- Public streets should be adequately lit to provide a safe environment
- Visible light fixtures should compliment building architecture
- Lighting levels at district lines should not exceed 0.5 footcandles – levels can be higher across property lines within the district
- Utilize incandescent or high-pressure sodium (HPS) light fixtures for parking lot and pedestrian path lighting
- Accent lighting of building entrances and landscaping areas may be metal halide (MH) to render accurate plant and architectural colors and textures
- Install lights no greater than 20 feet in height, measured from grade to top of fixture
- Sign pole banners are allowed to advertise events and individual businesses
- Average illumination levels in parking lots should not exceed 5 footcandles

Inappropriate Lighting

- Tall mast lighting
- Overly illuminated areas

Lighting - Inappropriate

Lighting - Appropriate

Green Site Development

These guidelines describe desired site development techniques that promote environmental and community health, conserve energy and water, and promote responsible land planning.

Guideline

All new developments are encouraged to be LEED-ND certified or adhere to the principles of the Sustainable Sites Initiative.

At the time of this document creation, both LEED-ND and the Sustainable Sites Initiative were in pilot stages. Both programs promote the following site development techniques:

- Planning development by reducing sprawl
- Integrate transit options into development
- Diversity of uses and walkable environments
- Housing type diversity
- Stormwater best management practices to reduce runoff and maximize on-site infiltration
- Using recycled or locally produced materials
- Conserving natural systems and species
- Reduce building energy consumption
- Limit soil erosion and site disturbance during construction
- Reduce heat islands in urban environments

Definitions

Articulation – The act of combining, arranging, or sculpting formal elements of architectural design

Cornice – A horizontal band of detail on the top of an exterior building wall.

EIFS – Exterior Insulation Finishing System. A synthetic exterior building material system which provides insulation and waterproofing in one material.

Façade – Exterior building wall, one side of a building.

Gable Roof – A roof created from straight slopes falling from the ridge to eave, creating a triangle part of a building on the side or front façade.

Glazing – The clear part of a window or door, usually made of glass.

Hardiplank – A type of lap siding made from fiber-cement. It is durable, low-maintenance, and fire resistant.

Hip Roof – A roof formed by four triangular shaped sides which meet at a pointed peak.

Lapped Metal – Overlapping metal pieces, with an exposed joint. The joint is often made with a nut and bolt.

LEED-NC* – Leadership in Energy and Environmental Design for New Construction is a rating system for buildings to guide and distinguish high performance buildings with less impact on the environment, that are healthier for those who work and/or live in them, and are more profitable than their conventional counterparts.

LEED-ND* – Leadership in Energy and Environmental Design for Neighborhood Development is a rating system that integrates the principles of smart growth, new urbanism, and green building into a national standard for neighborhood design. It is being developed by the USBGC in partnership with the Congress for the New Urbanism (CNU) and the National Resources Defense Council (NRDC).

Mansard Roof - A hipped roof containing a flat top and two roof pitches. A low-sloped roof pitches from the flat top then breaks to a steep pitch (almost vertical) above the exterior wall.

Nit - Measurement of luminance (often for LED lighting). One nit equals one candela per square meter.

Parapet – A wall extending above a roof, around the exterior.

Reveal – A shadow created from the space between two architectural elements that purposely do not abut.

Stepback – The exterior walls of the upper floors of a building are located inward (toward the building center) compared to the street level exterior walls.

Sustainable Sites Initiative – An interdisciplinary effort by the American Society of Landscape Architects (ASLA), the Lady Bird Johnson Wildflower Center and the United States Botanic Garden to create voluntary national guidelines and performance benchmarks for sustainable land design, construction and maintenance practices.

DEVELOPMENT GUIDELINES CHECKLIST

SPORTS AND ENTERTAINMENT DISTRICT (SE)

Ashwaubenon, Wisconsin

Project and Applicant Name: _____

Building Use: _____

Other: _____

Submission Date: _____

1. Architecture	Applies		Complies	
	Yes	No	Yes	No
Building Form	☐	☐	☐	☐
Roof Form	☐	☐	☐	☐
Height	☐	☐	☐	☐
Façade Character	☐	☐	☐	☐
Building Orientation	☐	☐	☐	☐
Setback	☐	☐	☐	☐
Materials	☐	☐	☐	☐
Colors	☐	☐	☐	☐
Transparency	☐	☐	☐	☐
Signage	☐	☐	☐	☐
Lighting	☐	☐	☐	☐
LEED-NC Certified	☐	☐	☐	☐

2. Site Design	Applies		Complies	
	Yes	No	Yes	No
Vehicle Access	☐	☐	☐	☐
Parking	☐	☐	☐	☐
Pedestrian Circulation	☐	☐	☐	☐
Landscaping & Other Treatments	☐	☐	☐	☐
Service and Storage	☐	☐	☐	☐
Site Lighting	☐	☐	☐	☐
Site Signage	☐	☐	☐	☐
LEED-ND Certified or Sustainable Sites Compliances	☐	☐	☐	☐

DEVELOPMENT GUIDELINES CHECKLIST

VILLAGE CENTER DISTRICT (VC)

Ashwaubenon, Wisconsin

Project and Applicant Name: _____

Building Use: _____

Other: _____

Submission Date: _____

1. Architecture	Applies		Complies	
	Yes	No	Yes	No
Building Form	☐	☐	☐	☐
Roof Form	☐	☐	☐	☐
Height	☐	☐	☐	☐
Façade Character	☐	☐	☐	☐
Building Orientation	☐	☐	☐	☐
Setback	☐	☐	☐	☐
Materials	☐	☐	☐	☐
Colors	☐	☐	☐	☐
Transparency	☐	☐	☐	☐
Signage	☐	☐	☐	☐
Lighting	☐	☐	☐	☐
LEED-NC Certified	☐	☐	☐	☐

2. Site Design	Applies		Complies	
	Yes	No	Yes	No
Vehicle Access	☐	☐	☐	☐
Parking	☐	☐	☐	☐
Pedestrian Circulation	☐	☐	☐	☐
Landscaping & Other Treatments	☐	☐	☐	☐
Service and Storage	☐	☐	☐	☐
Site Lighting	☐	☐	☐	☐
Site Signage	☐	☐	☐	☐
LEED-ND Certified or Sustainable Sites Compliances	☐	☐	☐	☐